

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/MAR. 26, 1962

1962

january

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 23, 1962</u>			
March 22	ELIZABETH ARDEN'S RELEASE DATE--Preview March 20 at 3:00 P.M.		
Thursday March 22 12:00 Noon Luncheon	FIRST LUNCHEON: DESIGNERS' SERIES "The Whole Cloth"--Speaker: Jack Lenor Larsen, fabric designer. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX.AVE.)	HOTEL PIERRE BALLROOM
Thursday March 22 12:30 P.M. Luncheon	EUROPEAN READY-TO-WEAR AT LUNCHEON Macy's "made-in" collection of ready-to-wear from Europe, during luncheon. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Thursday March 22 5:00 P.M. Cocktails	PREVIEW OF COUTURE SPORTSWEAR COLLECTION Zacari Ltd. will present an exclusive couture sportswear and separates collection, designed by Greta Platty, for late, late Summer. By invitation. Continuous thereafter. Contact: Violet Fetz, WI. 7-1322.	GRETA PLATTRY FOR ZACARI LTD.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Thursday March 22	SHOWING OF SUMMER COLLECTION Continuous daily showings of Summer separates and sportswear. Contact: Bette Estes, LA. 4-4671.	SPORTS EDITIONS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Thursday March 22	TRICOSA OF PARIS FALL KNITWEAR Continuous showings at new showroom of Fall couture collection from Tricosa of Paris--coats, suits, ensembles, dresses, separates, sweaters. (Press Preview, Thurs., April 5 at 3:00 P.M.) By invitation. Publicity: Sue Gardner, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
Beginning Thursday March 22	SHOWING OF DARK COTTON FASHIONS Continuous showings of new small group of dark hot-weather cottons. Contact: Murray Solomon, IO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
March 23	GIMBELS RELEASE DATE--Import fashions.		
Friday March 23 5:30 P.M.- 6:30 P.M. Cocktails	"FASHIONS ON THE AVENUE"--SHOW "After One"--Spring ready-to-wear by Kaye Walton. Furs--J. Diamond. Coif-fures--Emile Bock. Gloves--Kislav. Hosiery--Phoenix. Cosmetics--Tournour. No minimum. Also Sunday, March 25, brunch, 1:00-3:00 P.M. Reservations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.	KAYE WALTON (1100 MADISON AVENUE)	HOTEL DRAKE MON PLAISIR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MARCH 26, 1962</u>			
Sunday	SPRING COLLECTION	HAROLD LEVINE, INC.	HAMPSHIRE HOUSE
March 25	AT BRUNCH	(530 SEVENTH AVENUE)	FOUNTAIN ROOM
12:30 P.M.	Summer collection, designed by Don Breitingner, available at Lord & Taylor.		
Brunch	Hats--Irene. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.		
March 25	BRUNCH SHOWING OF SPRING READY-TO-WEAR AT HOTEL DRAKE. (See Pg. 1)		
March 26	GIMBELS' CUSTOMER SHOWINGS OF IMPORTS AT 12:30 AND 6:30 P.M., 3RD FLOOR.		
Beginning	OPENING OF FALL	JANTZEN, INC.	261 MADISON AVENUE
Monday	COLLECTION		SHOWROOM - 11TH FLOOR
March 26	Misses sweaters, sportswear, separates, knit dresses. Men's sweater and jackets. Boys' sweaters, sizes 6 to 20; girls, 7 to 14; preteens, 8 to 16. By appointment. Publicity: Kathy Russo; showroom contact--Barbara Renning, OX. 7-0811.		
March 28	MACY'S RELEASE DATE--Children's Easter Dresses by Joseph Love. (No Show)		
Wednesday	SPRING FASHIONS	MOLLIE PARNIS	SHERATON EAST HOTEL
March 28	DURING LUNCHEON		BALLROOM
12:30 P.M.	"Fashion Show of the Month"--showing of Mollie Parnis' Spring and Summer fashions, available at Bonwit Teller. Rummage donation for Girls' Club of N.Y. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
Luncheon			
Wednesday	GIRLS DRESSES	SHEPARDESS	SHERATON EAST HOTEL
March 28	FOR FALL 1962	(112 WEST 34TH STREET)	BALLROOM
4:00 P.M.	Showing of Chemstrand-Shepardess Fall girls' fashions, featuring back-to-school and Sunday clothes of Acrilan, sizes 3 to 6x, 7 to 14. For press and buyers, by invitation. Publicity: Mary Ann Zimmerman at Bell & Stanton, 441 Lexington Avenue, YU. 5-1250.		
Thursday	PRESS PREVIEW:	OHRBACH'S	6TH FLOOR
March 29	CHILDREN'S EASTER FASHIONS		
9:30 A.M.	Imported and domestic fashions for boys and girls. Girls' dresses, coats, suits, sizes 3 to 6 and 7 to 14. Boys' coats and suits, sizes 4 to 8.		
Coffee	By invitation. Publicity: Mark Klauser, OX. 5-4000.		
Thursday	PRESS PREVIEW: MEN'S	JANTZEN, INC.	261 MADISON AVENUE
March 29	SWEATERS AND JACKETS		SHOWROOM - 11TH FLOOR
2:30 P.M.	Jantzen will preview men's sweaters and jackets for Fall; & boys' sweaters.		
Coffee	By invitation. Publicity: Kathy Russo, OX. 7-0811.		
March 29	GIMBELS' CUSTOMER SHOWING OF IMPORTS AT 6:30 P.M. 3RD FLOOR.		
Friday	"FASHIONS ON THE	CLAIRE SCHAFFEL	HOTEL DRAKE
March 30	AVENUE"--SHOW	(558 MADISON AVENUE)	MON PLAISIR
5:30 P.M.-	"After One"--Spring fashions by Claire Schaffel. Furs--J. Diamond. Coif-		
6:30 P.M.	fures--Emile Bock. Gloves--Kislav. Hosiery--Phoenix. Cosmetics--Tour-		
Cocktails	neur. No minimum. Also, Sun., April 1, brunch, 1:00-3:00 P.M. Reser-		
	vations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer:		
	Martha Holiday, RE. 7-2160.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday April 1 12:30 P.M. Brunch	SPRING MILLINERY FASHIONS AT BRUNCH Spring custom-made hats by Baroness Radvanszky. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Associates, MU. 9-8542.	BARONESS RADVANSZKY (957 MADISON AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
April 1	BRUNCH SHOWING OF SPRING FASHIONS AT DRAKE HOTEL.	(See Pg. 2)	
Beginning Monday April 2	OPENING OF FALL KNIT COLLECTION Fall collection of double-knit suits and dresses, designed by Mary Tetreault. Contact: CH. 4-2784.	MARIE PHILLIPS, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday April 3 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday April 3 3:00 P.M.- 6:30 P.M. Cocktails	PRIVATE PREVIEW OF NEW SHOWROOMS Preview for press of Schumacher's new showrooms and showing of new designs and products. By invitation. (Official opening, Monday, April 9.) Publicity: Mr. Rene Carrillo, LO. 5-5700.	F. SCHUMACHER & CO.	939 THIRD AVENUE AT 56TH STREET
Tuesday April 3 7:00 P.M.- 7:30 P.M.	FASHION SHOW ON TELEVISION "A Look At The Look"--television showing of fashions by Andrew Arkin, available at Lord & Taylor. Public Relations Director: Marilyn Cook, WI. 7-3300.	LORD & TAYLOR	WABC - TV CHANNEL 7
Thursday April 5 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "The Common Market"--Speaker: Doris Fleeson, news analyst and columnist. Co-chairmen: Conoldine Burnett (Frederick Atkins), and Eve Orton ("Harper's Bazaar"). Prices: \$8.00 (members), \$10.00 (guests). Fall-Winter 1962 fabrics on exhibit, 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
April 5	PRESS PREVIEW: KNITWEAR BY TRICOSA OF PARIS AT 3:00. BY INVITATION.(See p.1)		
Friday April 6 10:00 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Preview for press of Spring-Summer maternity fashions, designed by Helene Scott. By invitation. Customer showing, Sat., April 14 at 1:30 P.M., 4th floor. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT (465 FIFTH AVENUE)	10TH FLOOR
Friday April 6 2:30 P.M.	OPENING: ADVANCE FALL-WINTER COLLECTION Advanced Fall-Winter collection April 6 and 11 at 2:30 P.M. By appointment. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday April 9 5:00 P.M.- 8:00 P.M. Cocktails	PREMIERE PREVIEW: HAUTE COUTURE FROM ROME Premiere showing of de Lema's haute couture collection from Rome of suits, cocktail, and evening fashions. Showing at 6:15 P.M. By invitation. Publicity: Priscilla Alden, PL. 2-9130.	DE LEMA (44 EAST 50TH STREET)	HOTEL CARLISLE VICTORIAN SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 9	KNITS, SEPARATES, SPORTSWEAR, DRESSES Continuous daily showings of Fall sportswear, separates, dresses in silk, velvet, mohair, knits by Consentino; Fall knit dresses, suits, coats by Goutille; tweeds, knit suits and dresses by Strelitz; dresses, separates in silk organza, silks, and knits by Herta Von Altman. Contact: Virginia Krementz, PL. 3-4464; or PL. 3-3500, Ext. 203.	CONSENTINO; GOUTILLE; STRELITZ; VON ALTMAN	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203
Tuesday April 10 9:30 A.M. Breakfast	PREVIEW OF SPRING LINGERIE COLLECTION Elizabeth Arden will preview her Spring lingerie collection to the press. By invitation. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
Tuesday April 10- April 11 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall dress collection, designed by Stanley Herman. By admission card only. Contact: Jean MacGregor, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 11 2:00 P.M.	PREVIEW: ADVANCE FALL JUNIOR FASHIONS Mam'selle will present their early Fall collection, designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
April 11	CHRISTIAN DIOR-NEW YORK ADVANCE FALL-WINTER FASHIONS AT 2:30 P.M. (See p.3)		
Thursday April 12 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR COLLECTION Bonwit Teller will present a special preview of the first James Terence Brady fur collection, designed exclusively for Gunther Jaeckel. By invitation. Publicity: Joyce Peterson, EL. 5-6800.	BONWIT TELLER	2ND FLOOR FUR SALON
Thursday April 12 3:30 P.M. Champagne	PREVIEW: SPORTSWEAR, COORDINATES & KNITS "California Jewel Thieves"--showing of coordinates, sportswear, and knits for Fall. Show promptly at 4:00 P.M. For press and buyers, by invitation. Contact: Susan Shaw or Gerry Ahearn, LO. 5-2442. Publicity: Joy Frizze Hicks, 611 Mission Street, San Francisco, EXbrook 2-8723.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR
April 15	HOLY WEEK (April 15 - April 21).		
April 16	PERSONAL FEDERAL AND STATE INCOME TAXES DUE.		
Monday April 16 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW Fashion Show Of The Month--"Designers' Signatures For City-Wise Fashions"--Galey & Lord Spring and Summer cottons by 14 leading designers: Larry Aldrich, Harvey Berin, Oleg Cassini, Cole Mort (Mlle Ricci), Jane Derby, Estevez, Arthur Jablow, Ben Reig, Maurice Rentner, Tiffeau Busch, Trigere, Hannah Troy, Adele Simpson, Herbert Sondheim. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 5-1000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	SHERATON EAST HOTEL BALLROOM
April 18	PASSOVER -- begins Wednesday, April 18, at sundown. (April 19-26)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 20	GOOD FRIDAY		
<u>EASTER ACTIVITIES IN NEW YORK CITY</u>			
Sunday April 22 1:00 P.M. Luncheon	FASHION SHOW ON EASTER SUNDAY Trend setting Easter fashion showing of Mr. John's "Elegant Watteau" collection of hats, couture furs, boutique accessories, and custom cosmetics for Spring-Summer 1962. Reservations--\$8.50; "Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MR. JOHN, INC.	SHERATON EAST HOTEL BALLROOM
Sunday April 22 1:00 P.M. Luncheon	EASTER SHOWING OF HATS AND FASHIONS Don Marshall's collection of Spring millinery; also fashions by Jonai, for benefit of the Judson Health Center. Reservations--\$11.00; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director and Commentator: Mary Alice Rice, PL. 2-5726.	DON MARSHALL; JONAI, INC.	HOTEL PLAZA RENDEZVOUS ROOM
Sunday April 22 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Couture fashions from Rome by de Lema. Hats--Cesar Rubio. Furs--Max Bogen. Jewelry--Cartier. Price: \$8.50 for Friends of N.Y. City Center. Contact: TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	DE LEMA	HOTEL PIERRE COTILLION ROOM
Sunday April 22 1:00 P.M. And 3:00 P.M. Brunch	FASHION SHOW AT EASTER BRUNCH Summer collection of dresses, designed by Don Breitingner for Harold Levine. Hats--Emme. Furs--Mirka for Couture Furs. Jewelry--Ann Caviness. Gloves--Kislav. Shoes--Ferragamo. Coiffures--Tony Migliaro. Reservations--\$6.00; contact: Mr. Francois, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.	HAROLD LEVINE, INC.; EMME	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 22 1:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Fashions by Edward Abbott, Fontana of Rome, Gothe, Rosalie Macrini, Vera Maxwell, Neil de Paul of Nilo, Pattullo-Jo Copeland, Maurice Rentner, Swiss Fabric & Embroidery Center, Shannon Rogers for Jerry Silverman, Anne Verdi. Suits--Belliciano. Coats--Bataldi. Hats--Sally Victor. Furs--Christie Bros. Children's dresses--Cinderella. Boys' fashions designed by Charles Sheldon for Hi-Line. Fashion Show Director and Commentator: Mia Grau. Reservations--\$9.00. Contact: Headwaiter, EL. 5-3000.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
Sunday April 22 2:30 P.M. Luncheon	PRESENTATION OF FASHIONS AT LUNCHEON Fashions by Edward Abbott, Countess Alexander, Gothe, Pattullo-Jo Copeland, Maurice Rentner, Neil de Paul of Nilo, Rudolf, Swiss Fabric & Embroidery Center, Shannon Rogers for Jerry Silverman, Anne Verdi. Suits--Belliciano. Hats--Rose Sapphire. Furs--Mona Lisa designed by Max Koch. Children's dresses--Joseph Love. Fashion Show Director and Commentator: Mia Grau. Reservations--\$9.00. Contact: Headwaiter, EL. 5-3000.	LEADING DESIGNERS	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday April 28	FALL OPENINGS IN CALIFORNIA <u>April 28</u> : Oscar of Beverly Hills; M. Nadler; Georgia Bullock; Helen Rose; H. Charles; Ernest Newman; Los Angeles Fashion Guild. <u>April 29</u> : Maxwell Shieff; Michael Novarese; Jewel; Helga. <u>April 30</u> : Werle; Elis Porter; Marusia; Travilla; Cahill; Irene; Kilpatrick. By appointment: M. Nadler; Mike Anthony; Wayne Fuller; Michaelson Inc.; Charles Cooper. <u>May 1</u> : Peggy Hunt; Cooper's Couture. <u>May 2</u> : Stanley Nelson. Contact: Barbara L. Trister, 819 Santee Street, Los Angeles.	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
Wednesday May 2 2:30 P.M.	FALL SPORTSWEAR AND SWEATERS Fall sportswear and sweaters, designed by Stanley Wyllins. By admission card only. Contact: Jean MacGregor, OX. 5-4760.	MR. MORT SPORTSWEAR; MR. MORT SWEATERS	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday May 11- May 22	SIXTH ANNUAL WORLD TRADE FAIR Showing of products and raw materials from over 70 nations; also creations of the world's outstanding fashion designers. Aspects of American fashion will be presented in a "Fashion Avenue" on the third floor. <u>Press Preview,</u> <u>Thurs., May 10 from 2:00 P.M.-5:00 P.M.</u> By invitation. Tickets: \$1.50 (adults), 75¢ (children). Publicity: Jerry Zipper or David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday May 13	MOTHER'S DAY. Theme: It's A Great Day For Mom." Contact: Aline Blummer, 129 West 30th Street, LO. 5-4700.		
Tuesday May 15 9:00 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC Eighth annual back-to-school subteen fashion and merchandising clinic--com- plete presentation of publicity campaigns and subteen style show forecast. <u>Admission by ticket only for trade, press, and merchandisers.</u> Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Maga- zine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	F. I. T. 227 WEST 27TH STREET
Tuesday May 15 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall junior fashions, designed by Anne Klein. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 15 1:00 P.M.	OPENING OF FALL COLLECTION Showing of Hannah Troy's Fall collection. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 15 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 15, 17, 22, 23, 24, 29, 31, June 5, 7 at 2:30 P.M. <u>Press Preview, Monday,</u> <u>May 21 at 3:00 P.M.</u> By reservation. Publicity: Eleanor Stoner, LA.4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday May 16 1:15 P.M.	OPENING OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. By invitation. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 16, 23, June 5, 13. Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Branell's Fall collection. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday May 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Publicity: Lorene Kramer, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 18 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION Preview at 11:30 A.M., by invitation. Thereafter May 22, 23, 28, 29 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Friday May 18	OPENING OF FALL COLLECTION Continuous daily showings. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
May 21	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Pg.6)		
Tuesday May 22 7:30 A.M. Breakfast	ANNUAL BREAKFAST SHOWS Milliken will present Fall fashions at 7:30 A.M. showings--May 22, 23, 24, 25, 29, June 1, 4, 5, 6, 7, 8, 12, 13, 14. Breakfast in the afternoon-- May 28 and 31 at 3:30 P.M. Fashion Director: Claudette Rose. By invita- tion and ticket only. Contact: Helen Pavoski, OX. 5-1200.	MILLIKEN, INC.	HOTEL ASTOR GRAND BALLROOM
Tuesday May 22 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall-Winter collection of coats, suits, and ensembles, designed by David Kidd. By invitation. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 22 2:00 P.M.	OPENING: FALL COAT AND SUIT COLLECTION Harry Frechtel's Fall collection of coats and suits. Contact: Jo MacLeod, PE. 6-1310.	HARRY FRECHTEL, INC.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Monday May 28 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M., May 31, June 4, 6, 8, 12, 14. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday May 28 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS Late day and formal fashions. For press and buyers, by invitation. Showings thereafter at 1:30, June 4, 5, 6, 7, 12, 13, 14. By reservation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
May 30	MEMORIAL DAY (Wednesday).		

THEATRE...OPERA

- Thursday
March 22 OPENING: "I CAN GET IT FOR YOU WHOLESALE" SHUBERT THEATRE, 225 W.44TH ST.
David Merrick will present the musical adaptation by Jerome Weidman of his novel about an obnoxious man in the garment industry and how he became a success. Cast includes: Lillian Roth, Jack Krischen, Sheree North, Harold Lang, Bambi Linn, Elliot Gould. Director: Arthur Laurents. Costumes: Theoni V. Aldredge. Publicity: Harvey Sabinson, JU. 2-4747.
- Thursday
March 22 OPENING: "CONTEMPORARY OPERA" N.Y. CITY CENTER, 131 WEST 55TH ST.
Thurs., March 22: Ellstein-Regan "The Golem." Fri., March 23: Moore's "The Ballad of Baby Doe." Sat., March 24: Ellstein-Regan "The Golem." Sun. Mat., March 25: Ward-Miller "The Crucible." Sun. Eve., March 25: Britten's "The Turn Of The Screw." Tues., March 27: Ellstein-Roger "The Golem." Wed., March 28: Menotti's "The Consul." Thurs., March 29: Ward-Miller "The Crucible." Fri., March 30: Menotti's "The Crucible." Sat., March 31: Gershwin's "Porgy And Bess." Sun., Mat. & Eve, April 1: Gershwin's "Porgy And Bess." Tues., April 3: Britten's "The Turn Of The Screw." Wed., April 4: Ellstein-Regan "The Golem." Thurs., April 5: Menotti's "The Consul." Fri., April 6: Gershwin's "Porgy And Bess." Sat. Mat. & Eve., April 7: Gershwin's "Porgy And Bess." Sun. Mat., April 8: Moore's "The Ballad Of Baby Doe." Sun. Eve., April 8: Menotti's "The Consul." Publicity: Philip Bloom, YU. 6-1340.
- Monday
March 26 TWENTY-THIRD WEEK: METROPOLITAN OPERA MET.OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 26: Strauss' "Elektra." Tues., March 27: Verdi's "La Forza del Destino." Wed., March 28: Puccini's "Turandot." Thurs., March 29: Gluck's "Orfeo ed Euridice." Fri., March 30: Donizetti's "L'Elisir d'Amore." Sat. Mat., March 31: Ponchielli's "La Gioconda." Sun. Eve., April 1: Puccini's "Tosca." Publicity: Francis Robinson, PE. 6-1200.
- Wednesday
March 28 OPENING: "GREAT DAY IN THE MORNING" HENRY MILLER THEATRE, 124 W. 43 ST.
Theatre of Michigan Co., Theodore Mann, and George C. Scott will present the play about Irish family life, starring Colleen Dewhurst, with Frances Sternhagen, Clifton James, Elisabeth Fraser, J.B. Cannon. Director: Jose Quintero. Costumes: Noel Taylor. Publicity: Jim Proctor, MU. 7-5084.
- Wednesday
April 4 OPENING: "A THOUSAND CLOWNS" EUGENE O'NEILL THEATRE, 230 W.49 ST
Starring Jason Robards Jr., with Gene Saks, Barry Gordon, William Daniels, Sandy Dennis, in a play about a non-conformist, presented by Fred Coe. Director: Michael Howard. Publicity: Arthur Cantor, LO. 3-4370.
- Wednesday
April 4 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Ringling Bros., Barnum & Bailey Circus will present their matinee and evening performances for six weeks. Publicity: William Fields, PL. 3-7500.
- Thursday
April 5 OPENING: "WE TAKE THE TOWN" BROADWAY THEATRE, 1681 BROADWAY
Stuart Ostrow will present Robert Preston as Pancho Villa, with Mike Kellin, John Cullum, Carmen Alvarez, Kathleen Widdoes, Romney Brent, Lester Rawlins, Mark Lenard in the musical adventure adapted from the film "Viva Villa" by Ben Hecht. Director: Alex Segal. Cost.: Motley. Publ.: Harvey Sabinson, JU. 2-4747.
- Tuesday
April 10 OPENING: "VENUS AT LARGE" MOROSCO THEATRE, 217 WEST 45TH STREET
Starring David Wayne, William Prince, Joyce Jameson, Ernest Truex, with Sally Gracie, Boris Tumarin, Leon Janney, Rex Williams, Bob Yuro, in the new comedy by Henry Denker about a Hollywood star who comes East to take acting lessons. Presented by Joel Schenker. Director: Rod Amateau. Costumes: Ann Roth. Publicity: Harvey Sabinson, JU. 2-4747.

